



# **Social Media Overview**

## **News and Outreach Office**



# **Commissioner Committee on Emerging Trends**

**March 8, 2017**

**Terrie Prosper, Director**





# State Social Media Guidelines

The CPUC follows the state's social media policy, which states, in part:

Use of social media falls within two fundamental categories:

1. Obtaining information and performing research.
2. Sharing or posting official agency information, a two-way flow of information.

Agency heads shall:

- Assign the responsibility for management and monitoring of social media sites to the individual or entity responsible and authorized for outward-facing communications for the agency.

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- State of California, California Technology Agency, Social Media Standard:

[http://www.cio.ca.gov/Government/IT\\_Policy/pdf/SIMM\\_66B.pdf](http://www.cio.ca.gov/Government/IT_Policy/pdf/SIMM_66B.pdf)

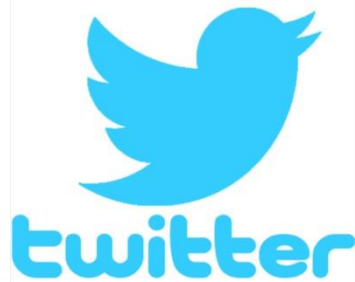
- IT Policy Letter: [http://www.cio.ca.gov/Government/IT\\_Policy/pdf/ITPL\\_10-02\\_Social\\_Media.pdf](http://www.cio.ca.gov/Government/IT_Policy/pdf/ITPL_10-02_Social_Media.pdf)

- State Social Media FAQ: [http://ocio.ca.gov/Public/newsroom\\_030110.html](http://ocio.ca.gov/Public/newsroom_030110.html)





# CPUC Social Media Platforms



[twitter.com/CaliforniaPUC](https://twitter.com/CaliforniaPUC)



Instagram

[instagram.com/CaliforniaPUC](https://instagram.com/CaliforniaPUC)



[facebook.com/CaliforniaPUC](https://facebook.com/CaliforniaPUC)



[youtube.com/CaliforniaPUC](https://youtube.com/CaliforniaPUC)





# Social Media Goals

- Support the Communication and Engagement Strategic Directive to engage in open communication with staff, stakeholders, and members of the public
  - Increase awareness of and engagement in the work of the CPUC, both internally and externally
  - Communicate the CPUC's role in facilitating the safe, affordable, reliable, and environmentally sound delivery of services by regulated entities to diverse stakeholders
  - Provide the public with accurate information and documents in a timely manner
- Support the CPUC's Core Values of accountability, excellence, integrity, open communication, and stewardship in our social media engagement





# Social Media Tactics

- Consistent postings across platforms (with photos, if possible) of tips, news, job openings, proceeding information, consumer program information, events, speaking engagements, safety work, etc.
- Follow and engage influencers and others; Educate on key issues and activities to help shape issues/messages; Re-tweet/Re-post







# Examples

California PUC @californiapuc · 2/10/17

Our inspectors are on-site working in concert with @USDOTFRA. High water due to flooding likely played a significant role in derailment.

The Sacramento Bee @sacbee\_news

VIDEO: Scene from freight train derailment in Elk Grove that sent cars into river sacbee.com/news/local/cr... from @EGlaguna



California PUC @californiapuc · 3d

Our President and staff talked to @ucdavis students and alumni today at the job fair on campus. See our job opps a cpuc.ca.gov/jobs



California PUC @californiapuc · 1/30/17

@HenrySternCA, Nick Chaset, Pres. Picker's Chief of Staff; & Pres. Picker @teslamotors facility that @sce contracts w/ for #energystorage



California PUC Retweeted



California ISO @California\_ISO · 2d

#ISO sets new all-time #solar peak of 9066 MW today at 10:07 am. Previous peak was 9044 MW on 3/1. #renewableenergy

California PUC @californiapuc · 2/22/17

#WinterSavingsTip: Programmable thermostats can help you save #energy & money by automatically reducing your heating when you need it least



California PUC @californiapuc · 4d

Check out this podcast & article featuring our president discussing retail electricity choice: greentechmedia.com/squared/read/e... via @greentechmedia



Exclusive: California's Top Regulator Says It's Time to Consider Full Retail Electricity Choice |... greentechmedia.com



California PUC @californiapuc · 4d

@ucdavis students and alumni, we hope to see you at today's #career fair on campus!

## ARC Pavilion - UC Davis

- 10 a.m. - 2 p.m.  
130 companies will be looking to recruit undergraduate and graduate students  
[See what companies are attending in AJL](#)
- 2:30 - 5:30 p.m.  
17 companies will be looking to recruit master's, Ph.D.s and postdocs

California PUC Retweeted

CESA @StorageAlliance · 2/21/17

1/2: Join Nick Chaset @californiapuc + Neil Millar @California\_ISO as they discuss storage as a non-wires alternatives at CESA's MDF



California PUC Retweeted

CA - DWR @CA\_DWR · 2/17/17

Outflows are being reduced from 80k to 70k cfs to support the removal of debris from the diversion pool near the #Orovillespillway.





# Social Media Comparison Stats

## **CPUC**

- **Twitter: 13,367**
- **Facebook: 641**
- **YouTube: 226**
- **Instagram: 154**

## **CalEPA**

- Twitter: 14,588
- Facebook: 4,174
- YouTube: CARB
- Instagram: 751

## **NY Depart. of Public Service**

- Twitter: 2,617
- Facebook: 853
- YouTube: 27
- Instagram: 191

## **Pennsylvania Commission**

- Twitter: 3,089
- Facebook: 2,688
- YouTube: 55
- Instagram: No Account

## **CA Energy Commission**

- Twitter: 6,886
- Facebook: 2,104
- YouTube: 163
- Instagram: 151

## **CA Air Resources Board**

- Twitter: 7,936
- Facebook: CalEPA
- YouTube: 222
- Instagram: CalEPA

## **WA Utilities Commission**

- Twitter: 636
- Facebook: 425
- YouTube: 19
- Instagram: No Account

## **Ohio Utilities Commission**

- Twitter: 1,716
- Facebook: 975
- YouTube: 16
- Instagram: 164

## **CA Independent System Operator**

- Twitter: 9,585
- Facebook: 1,154
- YouTube: 79
- Instagram: No Account

## **Mary Nichols**

- Twitter: 3,206
- Facebook: No Account
- YouTube: No Account
- Instagram: No Account

## **Oregon Public Utility Commission**

- Twitter: 233
- Facebook: No Account
- YouTube: 4
- Instagram: No Account

## **FERC**

- Twitter: 14,298
- Facebook: 2,343
- YouTube: 82
- Instagram: No Account





# Projects Pending

- Videos (per Strategic Directive Action Plans)
  - We are the CPUC
  - Hot Topics – Two-person interview and one-to-camera
- Integrate webcasts into social media (Facebook and YouTube)
- Produce live events (Twitter Town Hall, Twitter Q&A, Facebook Live, Facebook Q&A)







# Thank you!

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